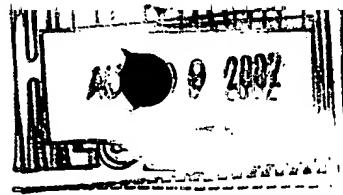


212722.00181



PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)

PAUL DONATO)

Application No.: 09/883,546)

Filed: June 18, 2001)

For: PROMPTING OF AUDIENCE)
MEMBER IDENTIFICATION)

Examiner: NYA

Group Art Unit: 2163

July 30, 2002

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JUL 31 2002
TECHNOLOGY CENTER 2800

Commissioner for Patents
Washington, D.C. 20231

REVOCATION AND NEW POWER OF ATTORNEY

Sir:

As assignee of record of the entire interest of the above-identified patent application, all powers of attorney previously given are hereby revoked and the attorneys associated with the firm and Customer Number provided below are hereby appointed to prosecute and transact all business in the Patent and Trademark Office connected therewith, and it is directed that all correspondence be addressed to the address associated with that Customer Number:

KATTEN MUCHIN ZAVIS ROSENMAN
Customer Number: 27160

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ASSIGNEE CERTIFICATE UNDER 37 C.F.R. § 3.73(b)

Nielsen Media Research, Inc., a corporation duly organized under the laws of Delaware, and having its principal place of business at 150 North Martingale Road, Schaumburg, Illinois 60173-2076, United States of America, hereby certifies that it is the owner of all right, title, and interest in the above-identified application, by virtue of a Chain of Title from inventor Trevor Blumenau, of the above-identified application to the current assignee as follows:

a. From: Paul Donato; To: Nielsen Media Research, Inc.

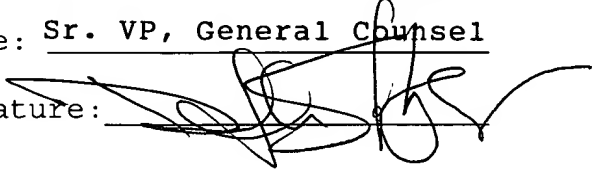
The Assignment document was recorded in the Patent and Trademark Office on October 9, 2001 at Reel 012239, Frame 0698.

I am empowered to sign this certificate on behalf of the assignee, Nielsen Media Research, Inc.

Date: 7/26/02

Name: ~~David A. Schwartz-Leeper~~

Title: Sr. VP, General Counsel

Signature: 

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